A Thesis Paper

On

Marketing Strategy of "MUM Mineral Water" of Partex Beverage Ltd

This Report is submitted to the Department of Business Administration, Sonargaon University *in partial fulfillment of the requirement for the degree of Bachelor of Business*

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LETTER OF TRANSMITTAL

5th January, 2025

Md. Masud Rana

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Subject: Submission of project on Marketing Strategy of "MUM Mineral Water".

Dear Sir,

With due respect, I would like to submit my project on ***Marketing Strategy of "MUM Mineral Water".*** I have completed my Thesis Paper as part of the course requirement for the degree of Bachelor of Business Administration (BBA) under your supervision. It has been a worthwhile experience for me undertaking such a report work to get exposure to the real life of a banking organization. I am grateful for your guidelines and directions. I have tried to put my best effort for the preparation of this report.

Therefore, I hope that you would be kind and generous enough to accept my sincere effort and oblige thereby. It will be my pleasure to answer any clarification regarding this report.

Sincerely yours,

.....

Md. Haris-Al-Asad

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CERTIFICATE OF THE SUPERVISOR

To Whom It May Concern

This is to certify that the Thesis Paper on ***Marketing Strategy of "MUM Mineral Water"*** for the degree of Bachelor of Business Administration (BBA) major in Marketing from Sonargaon University carried out by **Md. Haris-Al-Asad, ID: 1402002057,** under my supervision.

I wish his every success in life**.**

……

Md. Masud Rana
Associate Professor & Head
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DECLARATION

I do hereby solemnly declare that the work presented in this Thesis Paper titled ***Marketing Strategy of "MUM Mineral Water" is*** an original work done by me under the supervision of **Md. Masud Rana,** Associate Professor & Head Dept. of Business Administration, Faculty of Business, Sonargaon University.

No part of this report has been previously submitted to any other University/ College/ Institution/ Organization for any academic certificate/ degree/ diploma/ qualification.

The work I have presented does not breach any existing copyright and no portion of this copied from any work done earlier for a degree or otherwise.

I further undertake to indemnify the Department against any loss or damage arising from breach of the forgoing obligation, if any.

.....

Md. Haris-Al-Asad

ID: 1402002057

Program: BBA

Major: Marketing

Dept. of Bachelor of Business Administration

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The successful completion of this report on ***"Marketing Strategy of "MUM Mineral Water"*** has been possible for many helping hands.

At first, I would like to express my deep gratitude to the almighty Allah for giving me the ability to complete the report within the due time and without any major tribulations.

I would like to express heartiest gratitude to my academic supervisor ***Md. Masud Rana*** to provide not only extremely well arranged guidelines to complete my report work but would also help me to confront problems in my future career.

I would like to give thanks to ***Md. Abdus Salam***, Head of Marketing Partex Beverage Ltd, Dhaka, for his kind concern and consideration regarding my academic requirements as my external supervisor. As well as I express my deepest thanks to the management of the Partex Beverage Ltd for helping me throughout my internship program. My special thanks to Md. Nasir UL Alam, Assistant Manager, Mst. Sumaiya Akter, Assistant Officer, Noor Ahmed, assistant Officer and to other assistant officers for giving me essential knowledge related to the marketing sector. In addition, I express special gratitude to all the other employees of Partex Beverage Ltd who have shared their knowledge regarding marketing with me. Without their co-operation and proper guidance I would not be able to gain practical knowledge and complete my internship program.

Finally, I would like to convey my gratitude to my parents, teachers, friends and many others who extend their support to prepare the report.

EXECUTIVE SUMMARY

This is a study report on marketing strategy of "MUM" mineral water, one of the product of Partex Beverage Ltd. (PBL). Partex Beverage Ltd. (PBL) a reputed company which was established to serve the beloved motherland better in the greater quest for national economic emancipation. The company is engaged in producing high quality mineral water and serves this to as possible as 6 divisions of Bangladesh To a season trekker, the path is never too arduous. PBL believe in progress, in diversity and service through entrepreneurship. They are both merchants and missionaries, doers and dreamers, entrepreneurs and experts. They are futuristic with emphasis on creative thinking and dynamic activity. With this view in mind, PBL management is wiling to achieve the competitive advantage through the extensive marketing of it's product. As distribution plays a major role to market the product, PBL use own distribution network. They set the price of the product as similar as possible comparing with other brands. They try to maintain the quality of MUM as good as possible. For this reason they follow BSTI, Food & Nutrition Department of Dhaka University, ICDDRB, WHO rules. Only for MUM, PBL set a standard to maintain the quality of the product called, "Partex Standard". Thus the scenario of effective Marketing strategy for "MUM" justifies the topic this study "Marketing strategy of MUM based on Marketing Mix." This is an "exploratory" research work. Both the secondary and primary data were used for the completion of the report. MUM's sales and profit trends are constantly increasing and its products are located in the "Growth" stage of the product life cycle. PBL is following Vertical Marketing System (VMS) for MUM where the producer, distributor, and the buyers are acting as an integrated system. Currently they are using "Pull Strategy" to hold their market. In the report, I discussed 4Ps of MUM to describe the current position of the product. From the internal analysis we have shown the current position of MUM using "BCG Matrix". Analyzing the primary data I tried discuss company's "Strengths, Opportunities, Weakness and Threats."

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Chapter-1

Introduction

Introduction

As we know that now-a days people of Bangladesh are becoming very health conscious and pure drinking water is one of the main component to become healthy and sound. In that light lot of companies are coming up with different brand of mineral water with different types of package and promotion. So, there are high responds from the consumer sides on mineral water (Bureau of Statistics). Here my objective is to find out MUM's Market Penetration Strategy compared with other mineral water in the market.

1.1 Origin of the report

In today's world academic education is not enough to enable student compete with confidence and reach his/her goal without having experience of the outside world. The report which has given the opportunity to learn about how a particular company sets its Marketing Strategy to launch its product in the market place to satisfy the organizational goal.

1.2Topic of the report

A topic has to be selected for the report. A well-defined topic reveals what is going to be discussed throughout the report. The topic has been assigned "The Marketing Strategy of MUM drinking water in Bangladesh".

1.3Background of the study

Consumers often judge the quality of a product or a service on the basis of a variety of on formational cues that they associate with the product. Some of these cues are intrinsic to the product or services, others are extrinsic. Either singly or in composite, such cues provide the basis for perception of product and service quality. Cues that are intrinsic concern physical characteristics of the product its self, such as size, color, design etc. In the absences of actual experience with a product, consumers often within "evaluate" quality on the basis of extrinsic cues- cues that are external to the product itself, such as price, brand image, manufacturers, retail sores, or even the country origin.

Partex Beverage Limited (PBL) is one of the risen mineral water company in Bangladesh which serves MUM to the consumer. They have lots of distributors for their distribution who serves their product to the retailers time to time. For the institution most of the time they distribute directly to the end user or that institution.

When the wholesaler sell their product to retailer or institutions, sometimes the wholesalers give them credit facility. Now MUM wants to run out them from this strategy (wholesaler). They want to distribute their product to the retailers or institutions through distributors or directly, not through wholesalers while other competitors like Super Fresh, ACME, Duncan Kinley, Jibon, Pran etc. are selling their product through wholesalers. Super Fresh come up with different types of pack sizes where MUM has only 2 types of pack sizes. Super fresh are offering some kinds promotion to their dealer to promote their product and increase their sales and increase the awareness of their brand. In that concern I have to find out that what MUM should do for their dealer and at the same time for their end user.



1.4 History

Partex Beverage Limited (PBL) Began its commercial production in the year 1997, as the sole bottler of Royal Crown Cola Co, USA. It was the first beverage brand to enter the Bangladesh market after the commonly known Coke and Pepsi.

PBL started bottling in the traditional glass bottles, but soon started bottling all their beverage products in PET Bottles. They were the pioneers of this kind of packaging in Bangladesh and hence captured a big slice of the beverage market. At present, there are more than 7 companies producing carbonated beverages Bangladesh, but PBL can

proudly say that they are 2nd largest market share holder in the carbonated beverage market in Bangladesh.

In the year 2000, PBL began to expand by backward integration by producing their own PET performs and were the only bottlers doing this at that time, for a number of years. PBL now has the largest bottle blowing and perform making capacity in Bangladesh.

PBL launched its drinking water MUM in the year 2001. This product instantly became the market leader in the water market, and still holds the highest market share till date. MUM has now become one of the strongest and most trusted brands in Bangladesh.

Distribution is one of PBL's greatest strengths; it has more than a hundred distributors around the country, serving more than 10 Million outlets in rural and urban areas. PBL's products have also started going beyond borders, and they plan to increase their footprint in the year to come.

Innovation and pro-activeness have always been the vital drivers of PBL's success. PBL's mission has always been to provide value at an affordable cost, progress in diversity, and to contribute to the growth of industrialization in Bangladesh.

1.5Objective of the project

General objective

The general objective of this study is to complete the report. As per requirement of Business Administration Department of ASA University Bangladesh, all students need to prepare a report for the BUS 498 course to acquire practical knowledge about real business operation.

1.6Specific Objective

The report that I have to do as Marketing student, must have some specific objectives. The specific of the report is to explore the Marketing strategy of “MUM” a bottled water product of Partex Beverage Limited (PBL).

Specific objective

- Identifying the market size & market share.

- Identifying the target consumers according to demographic segmentation social class.
- Identifying marketing & sales objectives according to positioning of the product. i.e. Identifying the product attribute(s) (hygiene, convenience, safety, environmentally responsible etc.) that are highlighted in the communication message.
- Identifying the perception of quality compare to different mineral water brands.
- Identifying the pricing policies.
- Identifying the effectiveness of distribution strategy
- Identifying different promotional activities that the company offers like credit facility, discount, occasional gift, incentive etc.
- Identifying the standardization of the product
- Identifying the awareness of the consumers regarding the product in percentage.

Scope of the project

- Gathering the information from different places in Dhaka city.
- Collect information from different types of age group, habitants etc.
- What are the benefits of those consumers who are taking these mineral waters like MUM, Super Fresh, ACME, Pran, Jibon, Duncan, Kinley etc.
- Whether consumer prefer different types of pack sizes. Are the consumers satisfied about the quality of MUM? Habit and life
- style of the consumer who take mineral water. Does advertising play a positive role to increase the awareness of their brand?

Analyzing the information

Analysis the above information from facts gathered and discussed with management of MUM.

1.7 Limitations of the study

There are some limitations of the study that might have prevented in reaching more faithful result. The limitations are stated below:

Because of unavailability of the information of DPHE, CAB, BBU, it was not possible to make the report as accurate as possible.

Time is one of the constraints of the study. The time duration to prepare the assignment is not enough to learn about the Marketing Strategy of any organization's product. Besides, some important aspects of the report could not be covered because of time constraint. If more Marketing and other related factors that affects the market potentiality could have been considered, then the result might have contained more validity.

Every organization wants to maintain the confidentiality of the information. Because of this reason, the managers and officers who were interviewed did not disclose much information

1.8 Methodology

Sources and methods of data collection

For this study it will require both the Secondary and Primary data.

Secondary Data:

In the report I use both internal and external secondary data.

1. Internal Secondary Data:

We collected some data (Market share, growth rate etc) from the management of PBL.

2. External Secondary Data:

To compare some data we collected some information from different organizations and BSTI.

Primary Data:

Primary data is always known as survey data. This type of data is collected from the respondent. For this study we collected the primary data by taking personal interview with the consumer and different types of institution.

Sampling Plan

i. Target Population

People from different profession dink mineral water. So those who drink mineral water are our targeted population

ii. Sampling frame

60 different outlets where the company serve their products are sampling frame.

iii. Sampling unit

Every individual who are chosen for questioning are considered as sampling unit.

iv. Sampling size

The sample size is near about 60for this report.

v. Sampling method

As there are so many outlets located in different places in Dhaka city which cost very high to go everywhere, convenient sampling technique is applied.

Chapter-2

Literature Review

2.1 Literature review

Marketing

A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others.

Product Life Cycle (PLC)

The course of a product's sales and profits over its lifetime. It involves four distinct stages: Introduction, Growth, Maturity and Decline stage. The product life cycle stage in which a product's sales start climbing quickly.

Pull Strategy

A promotion strategy that calls for spending a lot on adverting and consumer promotion to build up the consumer demand. If the strategy is successful, consumers will ask their retailers for the product, the retailers will ask the wholesalers, and the wholesalers will ask the producers.

Push Strategy

A promotion strategy that calls for using the sales force and trade promotion to push the product through channels. The producer promotes the product to the wholesalers, the wholesalers to retailers, and the retailers promote to consumers.

Packaging

The activities of designing and producing the container or wrapper for a product. Traditionally, the primary function of the package was to maintain and protect the product. In recent years, product safety has also become a major packaging concern.

Product

Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It include physical objects, services, persons, places, organizations, and ideas.

Price

The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or services.

Distribution

Distribution or place includes company activities that make the product available to target consumers.

Promotion

Promotion means activities that communicate the merits of the products and persuade target customers to buy it.

Brand Awareness

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. A link between product class and brand is involved

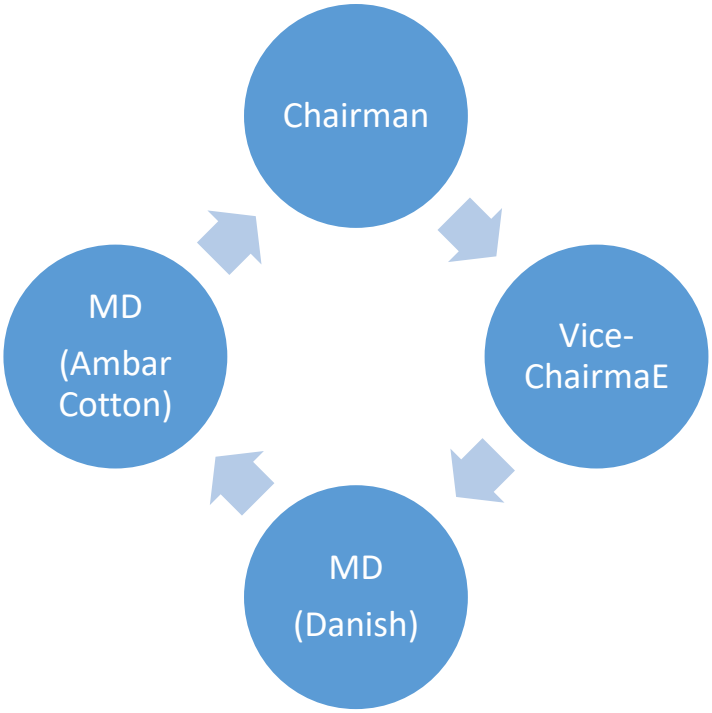
Chapter-3

Company information and product Marketing Strategy

3.1 Company information

Partex Group:

Partex Group is one of the largest companies of our country. It was established in 1962. Partex Group of 17 industries. Net wrth at a current market price nearly US $150 million. It has over 350distributor around the nation. There are more than 45,000 outlets its products are available. And Partex Group has over 7,000 employees.



Partex Beverage & their aim

Partex Beverage Limited consists of 2 products – these are RC Cola and MUM. MUM offers a variety in consumer choice; 500 ml as individual and 1500 ml as a family pack size.

The sky is not the limit for them but their expectations are within limits. Their imagination soars beyond conventional barriers. They share their beloved motherland. They want to serve her better in the greater quest for national economic emancipation.

Enterprise is their life. They manufacture quality substitute consumer and industrial products. They offer consumer satisfaction keeping environmental and human factors in mind. It is this thrust that gives their organizational integrity. They treasure their reputation and protect it zealously.

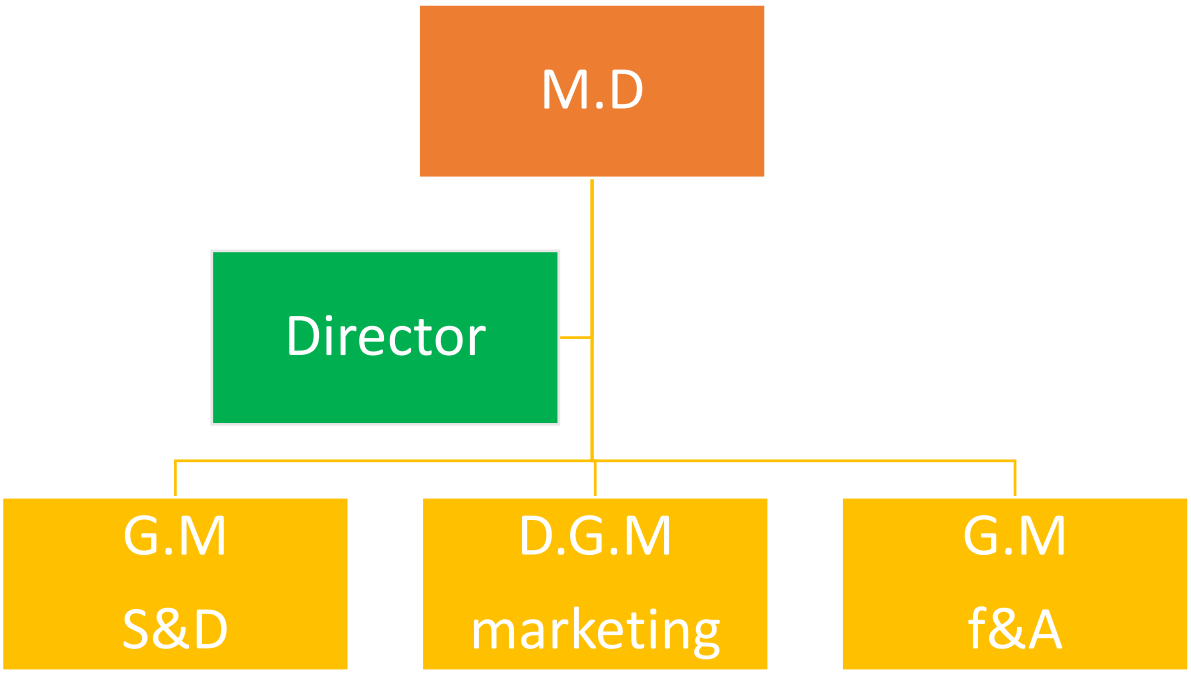


Figure: Partex Bevarage Ltd.

3.2 SWOT ANALYSIS OF Partex Beverage Ltds, Mum Plus Mineral Water

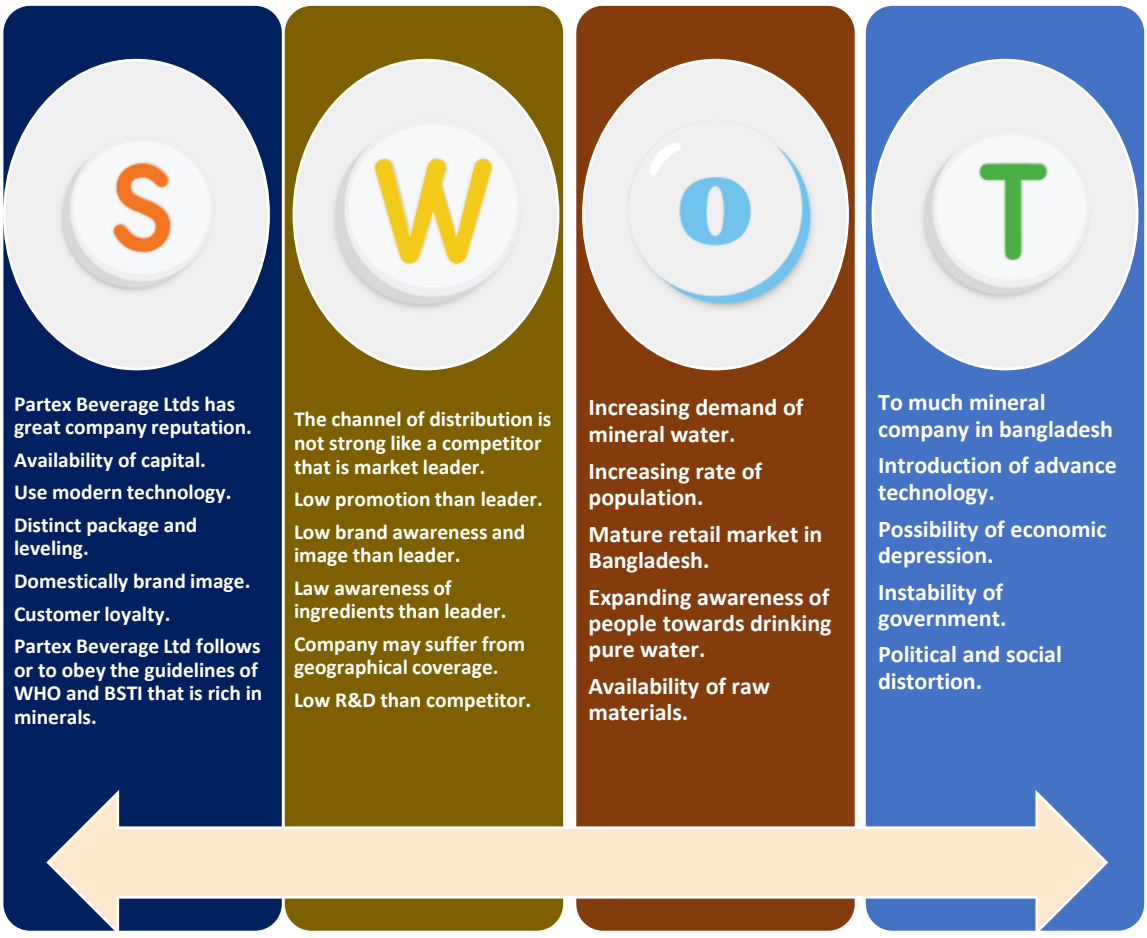
The overall evaluation of a companys' strength, weakness, opportunities and threats is called SWOT analysis.

"S" is for Strength.

"W" is for Weakness.

"O" is for Opportunity.

"T" is for Threats.



3.3 Sales and Distribution Department

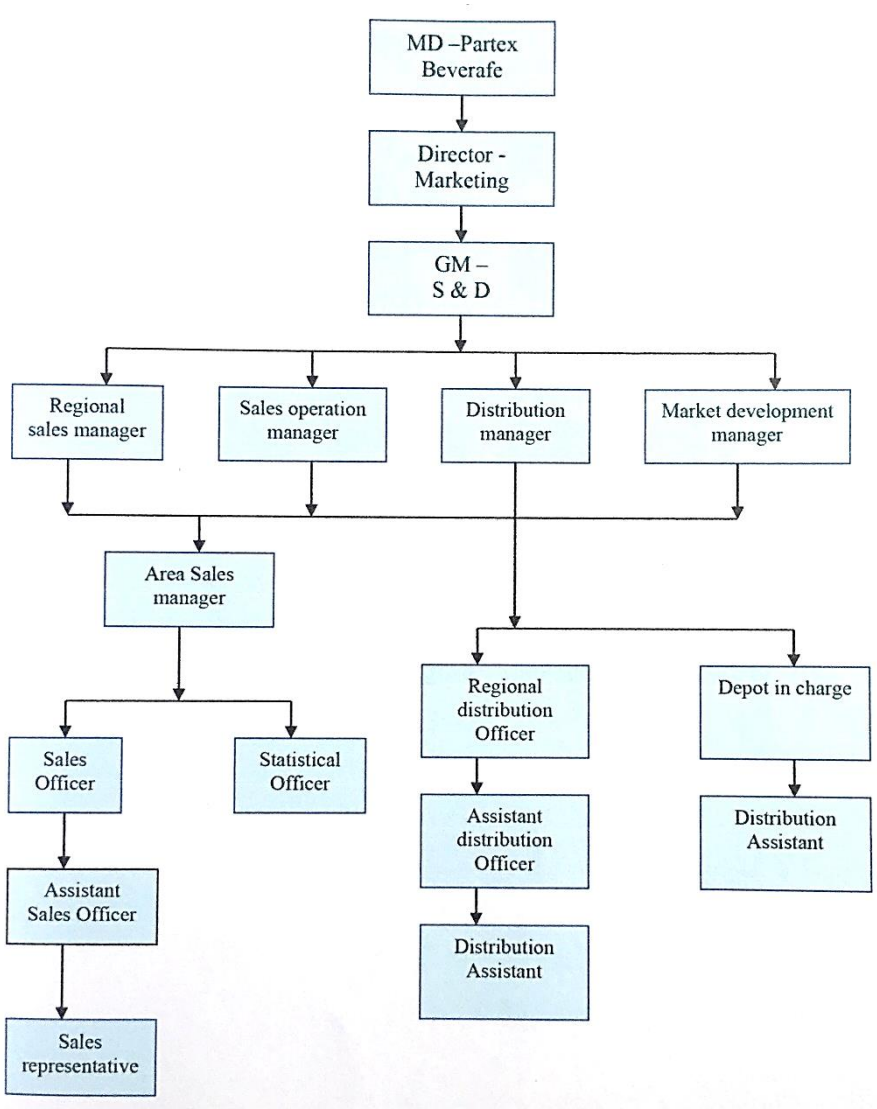


Figure: Sales and Distribute of MUM

3.4 Marketing Department

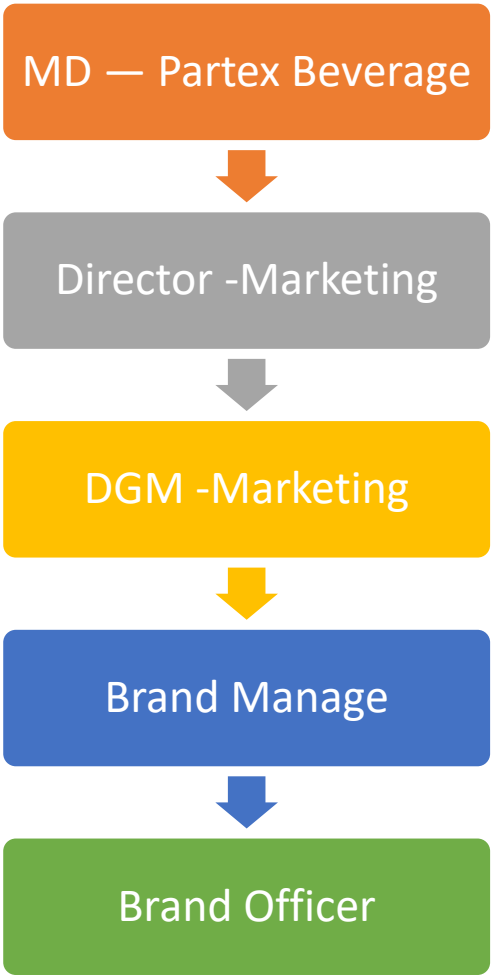


Figure: Marketing Department of MUM

3.5 Commercial Department

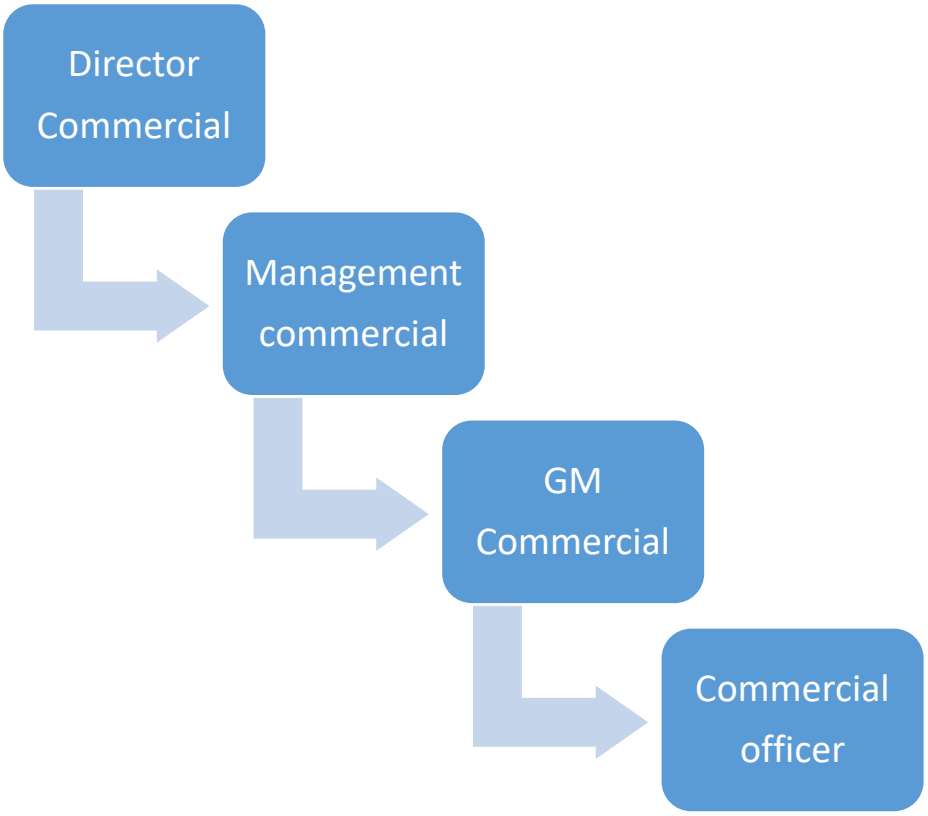


Figure: Commercial Department of MUM

3.6 Company product & its Marketing Strategy

MUM:

1. **Producer & Marketer –** Partex Beverage Ltd., units of Partex Group
2. **Brand name –** MUM
3. **Type of the product –** Natural drinking water
4. **Pack size –** 500ml &1500ml
5. **Packaging –**
6.

Primary packaging –

PET (Polyethylene Terepthalate)

Secondary packaging –

A tray made of corrugated paper contains 12 bottles which is covered by shrink wrap

6.Product quality –

Strictly following guideline & standard specification of quality level of WHO, IBWA, ICDDRB, Food and Nutrition Dept. of DU

It is free from adulteration and contamination

Produced under hygienic condition

Obtained BSTI license

Unique packaging feature –

Calcium – 29 mg/L	**Potassium – 2 mg/L**
Bicarbonate – 134 mg/L	Sulphate – 1 mg/L
Sodium – 4 mg/L	Magnesium – 1 mg/L
Chloride – 10 mg/L	Fluoride – 1 mg/L

Ph-7.4

7. **Design of the bottle –** Crystal clear diamond shape
8. **Shelf life –** One year
9. **Labeling –** Attractive bluish label including all necessary information are composed for consumer awareness.
10. **Use of the product –** To quench thirst people
11. **Pay off line –** get the most trusted pure natural drinking wate

product positioning – Pure hygienic natural drinking water

Target group – Mainly middle class to upper class

12. **Use of the product –** People of all ages
13. **Types of outlets selling MUM-**Mainly middle class to upper class

Use of the product – People of all ages

Types of outlets selling MUM-

Retail Market – Grocery shops, Tea stall, Confectionary, Fast foods, Sweet shops, Panaceas, General restaurant, Pastry shops in Bus-train-launch terminals etc.

Institutional Market – Hospitals, clinics, Chinese restaurant, cafeteria, Luxury Hotels, Govt. & private offices, Banks, Insurance, Office of different ministers, Parliament, UN Bodies, NGOs, National & International Air Services, Social programs, Religious programs, Stadiums, Play ground, EPZ etc.

16. **Date of the product launch –** Inaugurated in April 28, 2000
17. **Classification –** Consumer product
18. **Advertising media –**

Electronic media – Circulating Advertising in TV different channels

Print media – Newspapers, Magazines

POP media – Poster

Outdoor material – Neon sign, Halogen sign, shop board, banner. etc.

Give away item – T-shirt, cap etc.

3.7 Market share of MUM

There are about 119 mineral water companies in our country. Currently all of them are playing a vital role in the market. More or less each and every mineral water brands keep a market share. Among all 119 mineral water brands MUM is holding around 45 % market share.

Year	Market Share %
2022-2023	45
2021-2022	38
2019-2020	40
2018-2019	27

3.8 Production Department

To assist the production department, an office has been set up near the factory, which is in Gazipur. All the manufacturing process is done there. It is headed by a plant manager, who reports to the production director at the head office.

Product

From the survey report one can assume that MUM has basically a good image in the mineral water market. This product comes with 2 pack sizes 500ml and 1500ml which is greatly appreciated by the consumers. Quality perception is very much high to all the traders, institutions, and consumers. From the survey it is seen that a particular brand

influence the purchasing behavior of a consumer and this is MUM. The reasons are, it's reliability, feature, conformance and features. Mostly these four things of MUM influence the purchasing behavior of a consumer. Perception about the quality of product –

Reliability

For the sake of consumers, MUM makes it's product with a great reliable mechanism.

It is free from adulteration and contamination.

Produced under hygienic condition

Obtained BSTI license.

Feature

Safe and pure natural drinking water. It is balance for people of all ages

Using price tag, expire date, bar code.

Using attractive packaging, labeling, and liner cap for lucrative get up.

Service

It is also appreciated by the consumers because it's service is very good. It is available to everywhere. Such as –

Retail Market – Grocery shops, Tea stall, Confectionary, Fast foods, Sweet shops, Panaceas, General restaurant, Pastry shops in Bus-train-launch terminals etc.

Institutional Market – Hospitals, clinics, Chinese restaurant, cafeteria, Luxury Hotels, Govt. & private offices, Banks, Insurance, Office of different ministers, Parliament, UN Bodies, NGOs, National & International Air Services, Social programs, Religious programs, Stadiums, Play ground, EPZ etc.

Conformance

Pure hygienic natural drinking water

People of all ages

Strictly following guideline & standard specification of quality level of WHO, IBWA, ICDDRB, Food and Nutrition Dept. of DU

Price

At first when MUM introduce itself to the market they set market skimming pricing because they had the quality product. They set high price for MUM. But now they are following backward pricing strategy because other brands price was much lower than MUM. As everyone knows that the market is price sensitive that's why MUM set the price as reasonable as possible. For this reason consumers are also satisfied with their price. If we give a look at the survey data we will see that most of respondents also said that it's pricing is excellent. Not only this but also most of mineral water brands almost set the similar price for same size. In this case consumers are getting more benefit from MUM by giving the similar amount such as high quality, assurance of purity etc. Yet their quality perception is good enough but they don't charge the high price for their product.

ML	Price
330ML	10TK
500ML	15TK
1LTR.	25TK
1.5LTR	30TK
2LTR	35TK
5LTR	80TK

3.9 Channel of Distribution

MUM distributes two pack sizes of mineral water through out Bangladesh. The products are distributed from the factory to the sales depots. They have a strong distribution base with 350 distributors and dealers nationwide and 64 distributors in Dhaka city. Hundreds of eager, energetic and effective sales representatives are working, supported by their dedicated sales and marketing division. To their vast sales and distribution network of dealers, they have 6 sale depots (warehouse) located at strategic points. These are – Dhaka, Chittagong, Rajshahi, Khulna, Sylhet, Barishal. There are 64 districts in Bangladesh and to maintain smooth and efficient distribution, they have mobilized adequate distributors and dealers to serve these regions. Distribution is carried out by their transport fleet supplemented by dealers transport also. They cove approximately 33,000 wholesalers and retail; outlets through this network, covered by 180vehicles of various sizes backed by 540 sales personnel. They are one of the largest distribution organization in Bangladesh. This network makes possible the flow of goods from the producer, through intermediaries to the buyer. The success of any new product in the market place greatly depends on an effective and responsive distribution network, which they ensure.

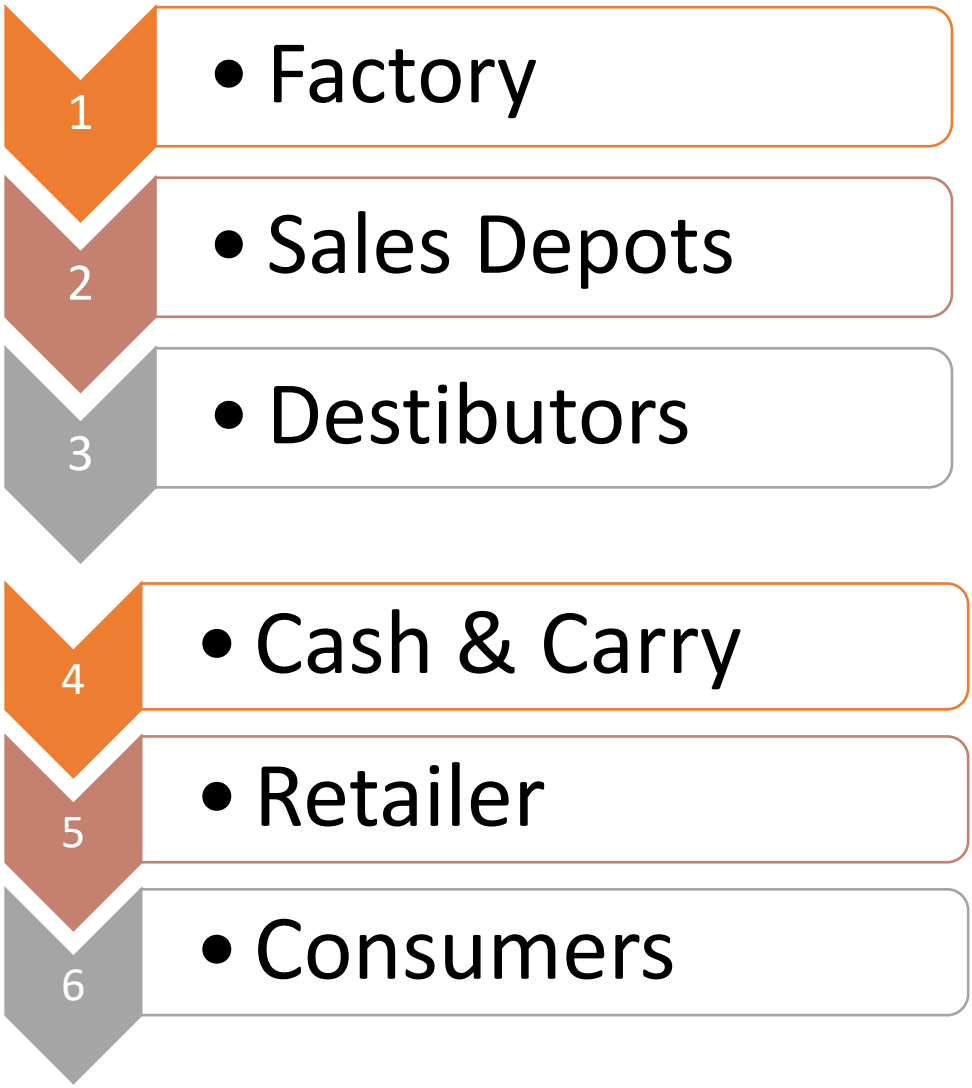


Figure: Channel Of Distribution

Promotion

Sometimes company gives promotion to the wholesaler or retailer or consumer to increase their sales. In some cases company gives promotion to catch those consumers who are attracted by the other brands. In this case MUM gave promotion to the retailer to increase their sales. They gave 4 bottles free per carton. Then they change their strategy and they started giving 2 bottles free per carton. But the present situation is, MUM gets so popularity that they stopped giving promotion to the retailers. Because their sales is so high that they do not need to give any promotion to the retailer to increase their sales.

Once upon a time MUIVI gave some promotion to the consumer also such as T-shirt, cap etc. But right now they don't give any promotion to the consumer too.

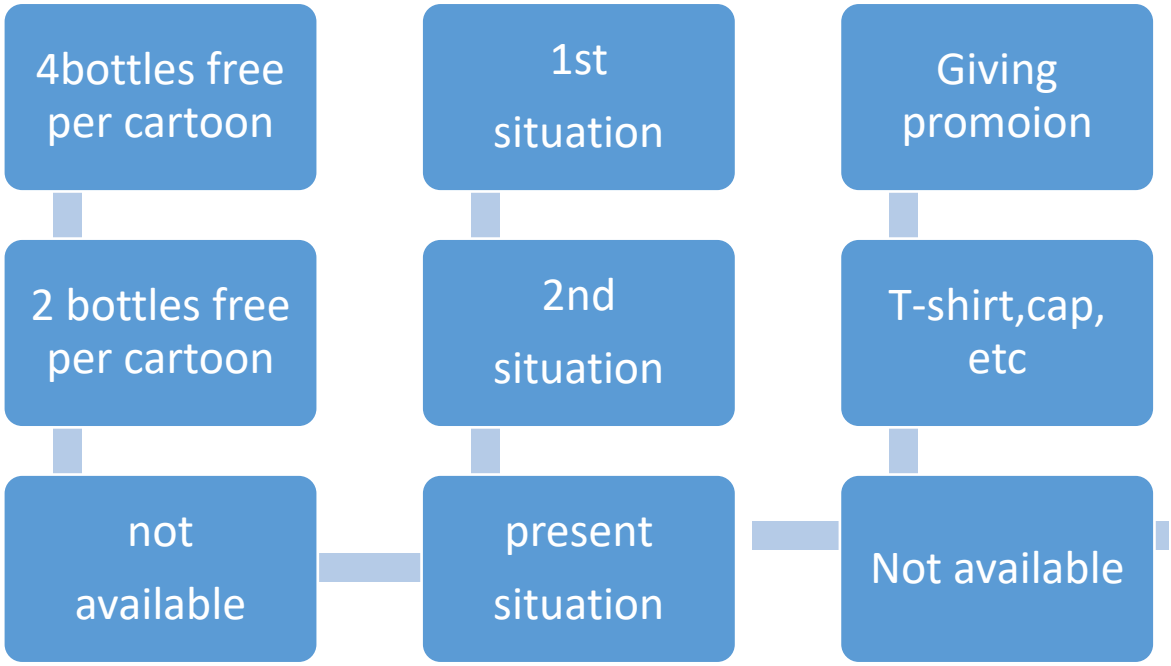
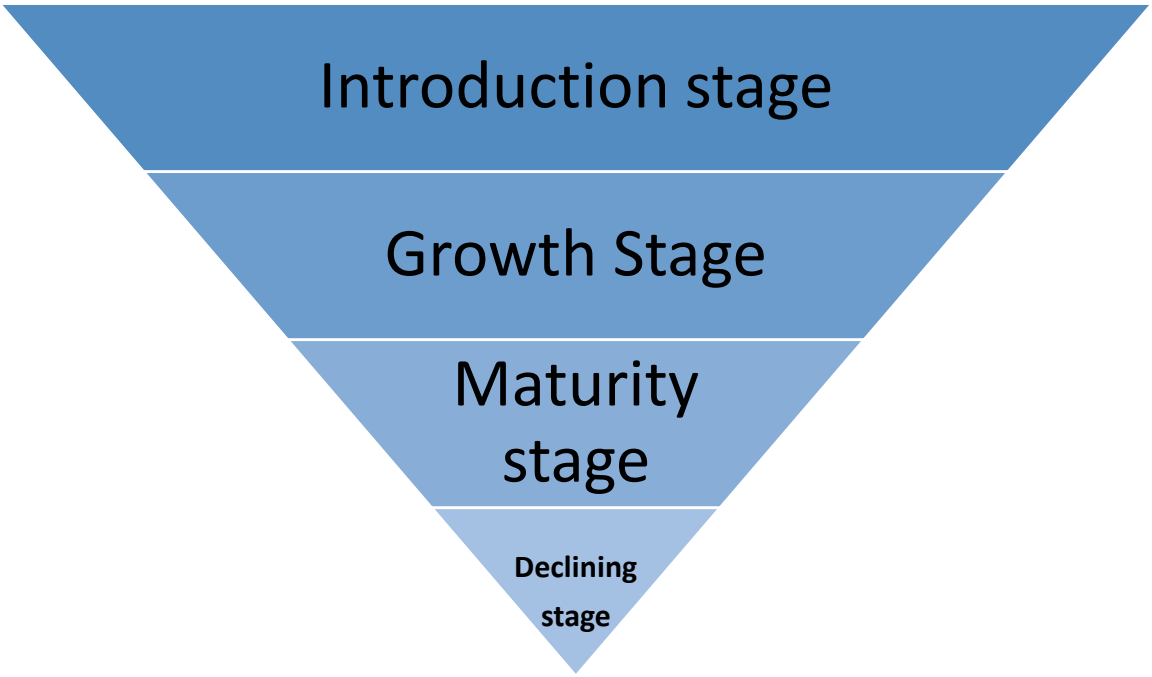


Figure: Promotion Strategy of MUM

3.10 PLC (Product Life Cycle) of MUM

Through product life cycle any one can know the present situation of a product. Which position a product is in we can be able to know from the PLC graph. From the data and company information we know that at present MIM is in growth stage. Because at present their market share is 45% where in the previous year their market share was 38% and year before previous year their market share was 13%. It means they are in growth stage. If we give a look at the graph we can see the current position of

MUM –



As MUM can satisfy the market so they are in growth stage where their sales is climbing quickly. In this situation they are attracted by the opportunities for profit and they started facing new competitors. Where new competitors are coming up with more pack sizes, different typed of promotions, different pricing strategies etc. For this reason the market is expanding and they had to reduce their price slightly.

Push & Pull Strategy

When MUM was at the primary stage they followed push strategy to reach the product to the consumer, to increase their sales. Not only incase of MUM, any type of product usually follow push strategy for the first time. When people get the knowledge about the product and get the high consumer acceptance than the manufacturer do not need to follow push strategy. Incase of MUM such a thing was take place. MUM does not need to follow push strategy right now because the awareness of MUM grows in such a way that everyone knows what MTJM is. MUM does not need push the retailer to pull the consumers for more sales. Consumers come to the retail shop and ask for MUM. Consumers pull the retailers to deliver them the product onetime. MUM creates such an awareness in the consumers mind that maximum consumers when want to purchase they never ask for a mineral water, they look for MUM. In this situation MUM does not need to follow push strategy, they are following pull strategy.

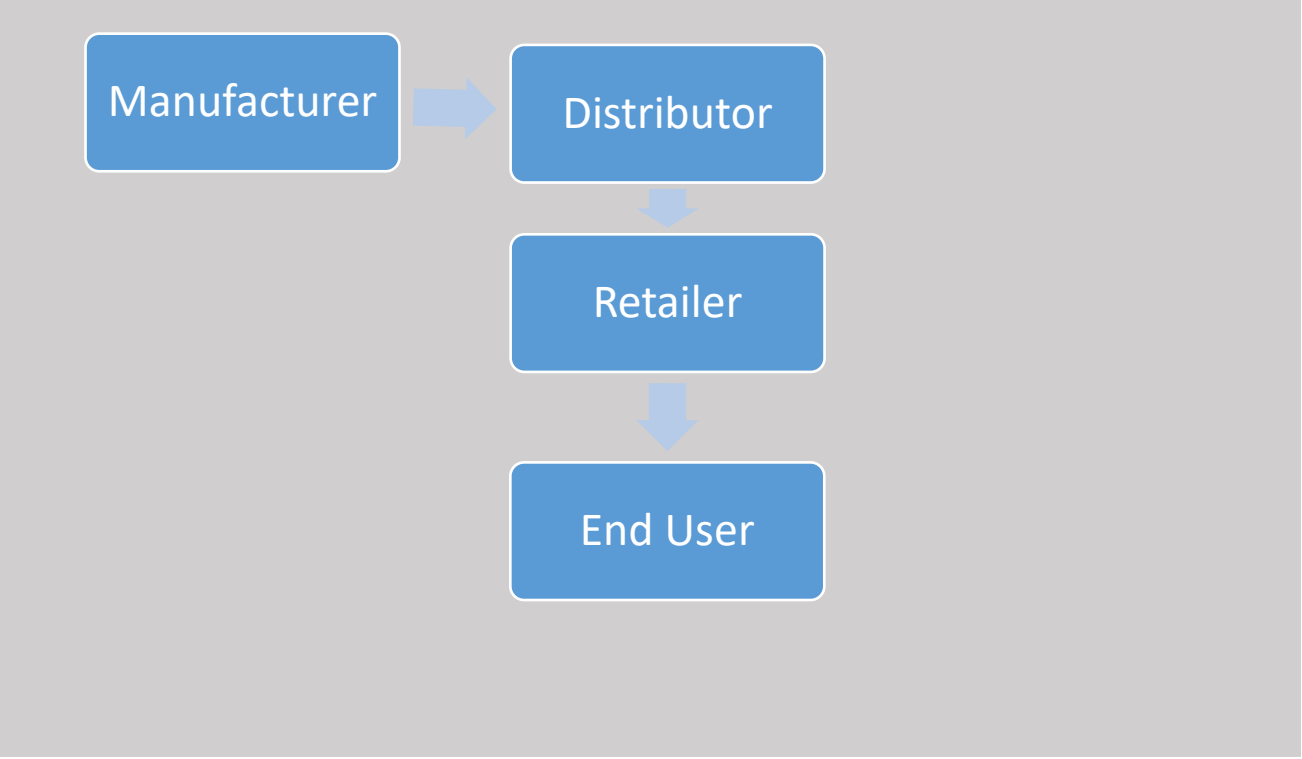


Figure: Pull Strategy

3.11 Marketing System

MUM follows two Marketing systems to reach their product to the end user. These are :

Horizontal Marketing System

Vertical Marketing System

But they are usually following Vertical Marketing System

In this case manufacturer and distributor act as a unified system to reach the product to the retailer for sale. The factory manufacturer sends the product to their distributor, the distributor delivers the product to the retailer and at last, the consumer gets the product from the retailer.

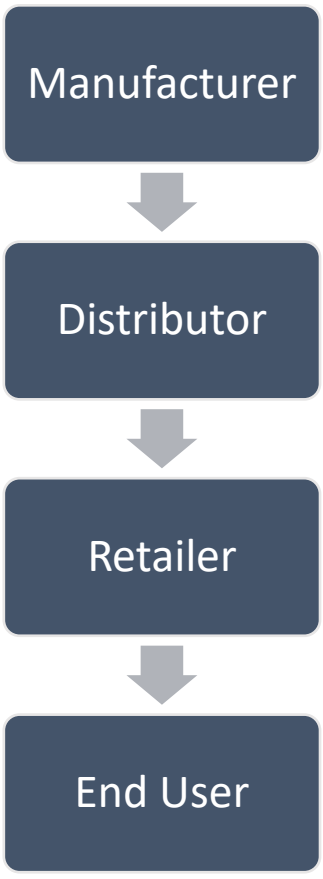


Figure: Vertical Marketing Systems

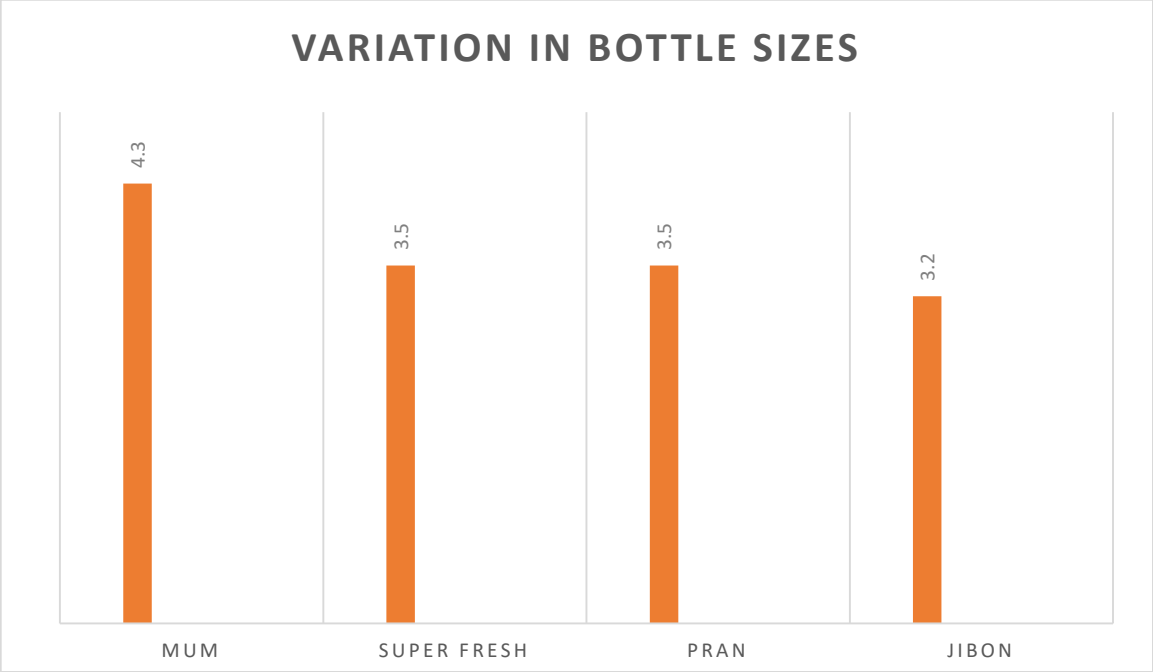
Chapter-4

Analysis & Findings

4.1 Findings & Analysis

The above table shows that Jibon offers 4 pack sizes to the market for the consumer where MUM has only 2 pack sizes. Although MUM has only 2 pack sizes but these are very much popular. From the table we can see that Super Fresh takes the second place carrying with 3 pack sizes. And Pran, Duncan, and other mineral water brand offer the same as MUM.

Though out the whole internship it is clear that although MUM carries only 2 pack sizes these are very popular among consumers.



4.2 Findings & Analysis

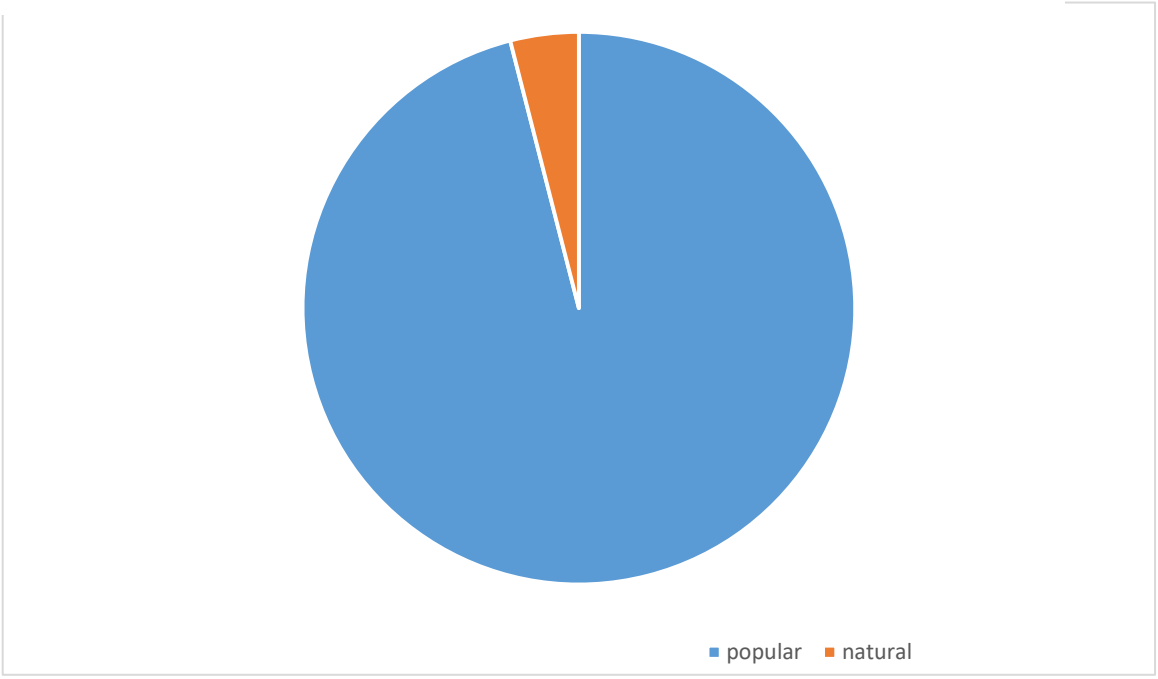
For 500 ml MUM, Duncan, Pran, and other mineral water brands charge a comparatively high price. And the other 2 brands Super Fresh and Jibon charge the lowest price. Incase of 1.5 liters MUM, Duncan, Pran, and other mineral water brands charge a high price and Jibon charges the lowest price.

As MUM's brand image is good enough that's why they charge a high price for their product. In this case high prices don't affect their sales. When a consumer buys mineral water their intention is to take fresh and purified mineral water. As consumers are reliable on MUM that's why retailers are also interested to take MUM in their retail shops at high prices.

Brands	Different Pack Sizes			
	500ml/600ml	1 Liter	1.5 Liter	2 Liter
	Price (in TK)	Price (in TK)	Price (in TK)	Price (in TK)
MUM	15		22-25	
Super Fresh	15	20		30
Duncan	15		22-25	
Pran	15		22-25	
Jibon	15	20	20	30
Others	11		20	

4.3 Findings & Analysis

From the questionnaire survey it is clear that MUM is only popular brand to the consumer 96% of the respondents told that it is the most popular brand and 4% was neutral.



Being a most popular mineral water brand to the consumer they are enjoying the competitive advantage.

4.4 Findings & Analysis

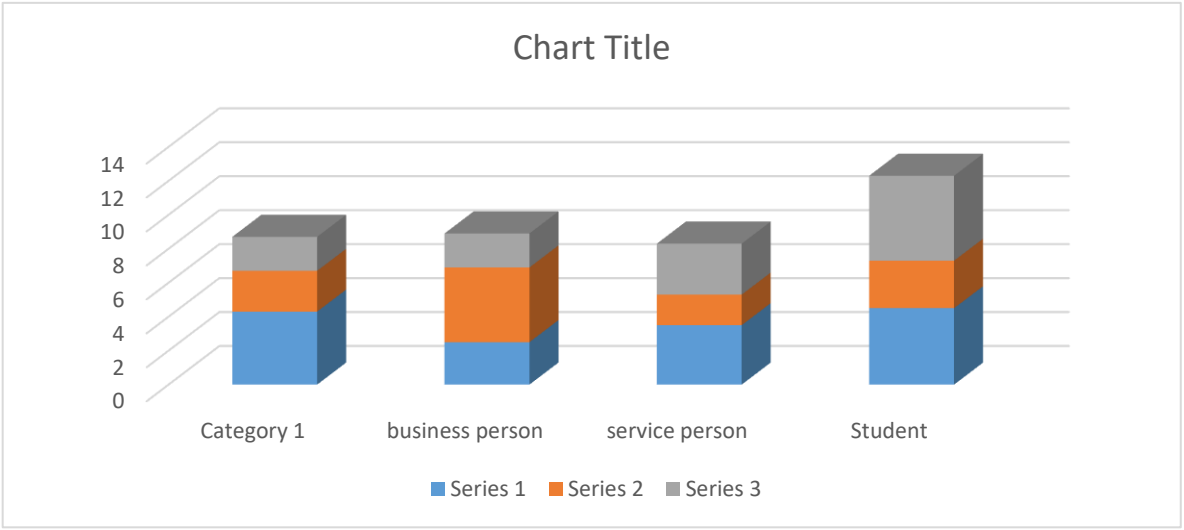


Figure: Which occupational group prefers mineral water most?

Students are the largest segment for mineral water. As students are young age and they are very health conscious that's why they drink mineral water most. They don't mind spending 10 Taka for purified water.

4.5 Findings & Analysis

How frequently do consumers purchase mineral water per day?

44 respondents out of 60 are saying that consumers purchase mineral water on a regular basis and 16 respondents are saying that consumers purchase mineral water occasionally (like in a very hot season people want a cold drink to meet their thirstiness but there are no cold drink in that particular shop in that case they buy a cold mineral water).

As we can see from the previous questions the tendency of the consumer is growing day by day that's why they buy mineral water on a regular basis.

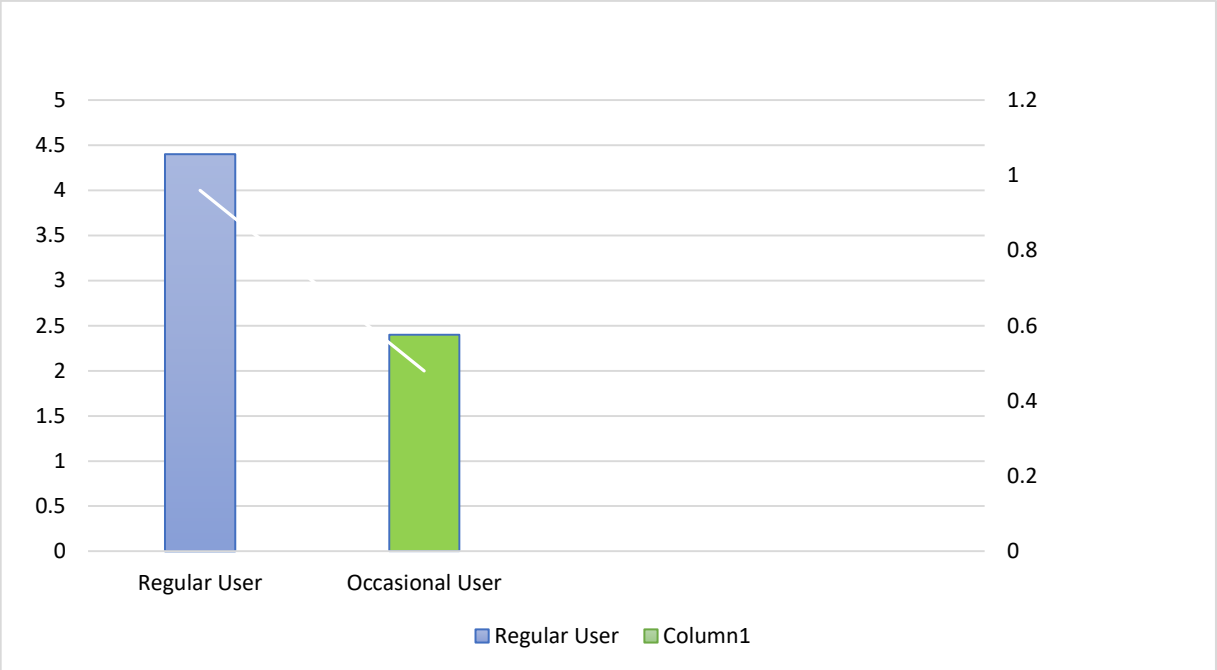


Figure: Influencing of the purchase behavior based on a specific brand

Only 12 respondents told that no particular brand influence the purchase behavior of a consumer and a big segment (rest of the 48 respondents) told that a particular brand influence the purchase behavior of a consumer that is MUM.

4.5 Findings & Analysis

MUM has high consumer acceptance, brand image, quality perception, and low price moderate. Consumers get more benefits from MUM than other mineral water brands. As MUM has high consumer preference and from the previous question it is seen that MUM has the highest sales that's why retailers are interested to keep MUM in their shop yet the distributor of MUM is not giving that much promotion to them.

In this case manufacturer and distributor act as a unified system to reach the product to the retailer for sale. From the factory, manufacturer sends the product to their distributor, the distributor delivers the product to the retailer

Chapter-5

Recommendation & Conclusion

5.1 Recommendation

MUM can extend their pack sizes because there is a demand for 1 Liter from the consumer side. When it is a matter of 2 or 3 drinkers, 500 ml is small and 1500 ml is big. When these 2 or 3 consumers need mineral water they have to switch to another brand their first choice is MUM

The young age segment is comparatively bigger than other age segments. So by targeting this segment, some advertisements can be created.

Some promotions can be given for this segment thus they become more motivated to purchase MUM.

MUM van sponsor sports program in different school, colleges, university, etc.

As this is a very hot season MUM can provide cold mineral water to the consumers using a small-size van, like an Ice-cream van.

5.2 Conclusion

There is a saying, “Life is another name for water”. Based on the study it is seen that most of people want crystal clear water for drinking as a basic need. Totally pure and hygienic quality drinking water is a basic need for people, particularly in the urban and suburban sectors in Bangladesh. To provide the people with safe and pure drinking water. Partex Beverage started producing MUM in 500 ml and 1500 ml bottles. Most consumers always prefer and seek reasonable prices for good quality that MUM serves consumers. It is being distributed nationwide by Partex Beverage as well as its own Danish distributor network. For the packaging of their product, they use PET (Polyethylene Terephthalate) bottle which is a package for food and non-food products because it is inexpensive, lightweight, resalable, shatter resistant, and recyclable.

From the study, we came to know from the mineral water market how the consumer thinks, and how they behave when they want to purchase mineral water from the market.

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Bangladesh Standard Specification for National Mineral Water

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BSTI (Bangladesh Standard & Testing Institution)

Corporate Company Profile

website: www•partexgroup.com

www.partex.net

www.partexstargroup.com

Appendix

Questionnaire for Traders & Institutions Topic:

Marketing strategy of "MUM" mineral water of Partex Beverage Ltd.

General Information:

• Name of the outlet:

• Type of the outlet:

• Location/ Address (Tel. If any) :

Ql. Would you please give me some information regarding the "MUM" mineral water brand that you keep in your outlet?

Brand Pack Size Popular pack size Distributor sales price Wholesalers sales price IVIRP Popular Brand Sales/ Day

Hypo 1: Trader and institutional outlet significantly. determine the

specific information of different mineral water brands.

Q2: Which age group do people prefer the "MUM" most?

a) 15-25

b) 26-35

c) 36-45

d) 46-55

e) 56 above

Q3: Which occupational group prefers the "MUM" most?

a) Student

b) Govt. service holder

c) businessman

d) Household personnel

e) Others

Hypo 2: Different age group and occupational group determine the demographic information of "MUM".

Q 4: How many consumers purchase "MUM" per day?

a) 1-20

b) 11-20

c) 21-30

d) 31-40

e) 50 above

Q 5: How frequently consumers purchase mineral water?

a) Occasionally

b) Regular

c) Others

Q 6: In which time a consumer purchase "MUM" most?

a) After Breakfast

b) After Launch

c) After Dinner

Q 7: What is the perception o quality of "M of a consumer about the UM"?

a) Excellent

b) Good

c) Neutral

d) Not good

e) Not good at all

Q 8: What is the perception of a consumer about the price of "MUM"?

a)Excellent

b)Good

c) Neutral

d) Not good

e) Not good at all

Q 9: What is your perception about the distribution strategy of "MUM"?

a) Excellent

b) Good

c) Neutral

d) Not good

e) Not good at all

Q 10: Which advertising media used by Partex Beverage Ltd. For the awareness of their product?

a) TV

b) Radio

c) Newspaper

Q 11: Does "MUM" per, in any promotional activities?

a) Credit facility

b) Discount

c) Occasional gift

d) Incentive

e) Others

Q 12: Please rates the following physical characteristics of the product?

a)Excellent

b)Good Average Not

c)good Not Good at all